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3 **ABSTRACT OF THE INVENTION**

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Systems and methods for selecting and inserting advertisements in an information document displayed to a user, wherein the selection is based at least in part on television programming viewed by the user. The systems and methods may be implemented using the Internet or another information retrieval system that includes a client system and a remote server. The client system monitors television programming viewed by the user and compiles a user profile characterizing the television programming. When the user requests an Internet resource using the client system, the television programming information in the user profile is utilized to select an appropriate advertisement. The advertisement is then inserted in the information/document and displayed to the user. Advertisement selection and insertion may be conducted at the remote server, the client system, or at the level of the Internet service provider. Such selection of advertisement increases the efficiency by which Internet advertisements are tailored to individuals. Instead of advertisements, information relating to the television programming may be retrieved over the Internet and displayed without direct user assistance.

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